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Every Life a Legacy! – Every Small Business a School!

Beyond The EMyth

The Evolution of an Enterprise:

From a Company of One
to a Company of 1,000!

MICHAEL E. GERBER

The man Inc. Magazine calls "The World's #1 Small Business Guru"

Book details



Book Synopsis

Beyond The E-Myth embraces the fundamental premise of that first book--that a small business only succeeds to the degree its owner goes to work ON the business rather than just IN it, creating the systemic Operating System that makes that business unique in the marketplace. Beyond The E-Myth expands that conversation with the entrepreneurial small business owner, in a clear, precise, and compelling overview that addresses their main job--inventing, building, and launching a company with the power to "scale"--to grow beyond the "Company of One" in a straightforward, eight-step process. When asked, Gerber emphatically explains: "I wrote this to make the job of building a small business easy--for every man or woman struggling to get it right. This book cuts to the chase: A company is a product to be sold. Build it right, and you will sell it. Build it wrong, and you won't. Most small business owners won't. This book was written to fix that."